

## Show to Make History in Auto Industry of U. S.

Manufacturers Have Spared No Expense to Prepare Best Models To Be Put on Display Before Public

### 350 Makes To Be Seen

Accessories Will Play a Big Part in Exhibition Which Will Break All Records

With all but the last finishing touches to be made, the stage is set for the most brilliant automobile show in the history of the industry which will open at the Grand Central Palace next Saturday. This record-breaking event, officially known as the 23d National Automobile Show, will continue until January 10, inclusive.

There will be seventy-nine makes of cars in the show, the largest ever held, not only because of the number of exhibitors, but also because of the quality of the exhibits. Arrangements have been made to provide space for more than 250 individual car models.

Manufacturers have spared no expense to get the very best ready for the exhibition, with the result that the public will see an array of cars such as has never been gathered under one roof before. Competition in automobile building was never greater, and for this reason more individuality is being built into cars. It is expected that some of the body designs and color schemes that will be offered will cause a sensation.

### Area Equals Four Blocks

The display this year will occupy the lower four floors of the Palace, an area equal to four city blocks, and every inch of space will be crowded with exhibits. The first two floors will be devoted entirely to cars, with perhaps three or four manufacturers showing on the third floor. The remainder of the third floor and all of the fourth will be filled with accessories. Never has there been such a group of devices that go to aid the motorist assembled as will be seen at the Palace. All records have been broken by the list of applications for space in this division of the show, and, with nearly 400 spaces reserved, the total is approximately 100 more than for any previous display.

Realizing that flattering adjectives are much less convincing than the actual demonstration of a product, the coming show will be made more interesting and informative to the motorist than any previous affair of the kind in the history of motoring. Every exhibitor whose product lends itself to actual proof of merit has been requested by the show committee to make his exhibit as complete an illustration of the action of the article under working conditions as possible.

Exhibitors of complete cars, as a rule, make extra effort toward establishing conviction in the minds of prospective buyers through the employment of cut-out motors and chassis, as well as by hooking in electrical power to actuate the motors and transmissions. Short of showing the car in actual performance this has been the only available means of demonstration.

The plan of the show committee does not comprehend any particular change in the method of displaying complete cars. To a great extent the idea is to add color and atmosphere to the floors that are devoted to the display of parts and accessories.

Nowadays, when every other visitor to the big annual show is a motor car owner, the accessories divide interest with the cars. In the opinion of S. A. Miles, manager of the show, the accessories can be displayed with such a wealth of illustration that a visit to that section will be a liberal education to every motorist.

**Action To Be Watched**  
It may be expected, therefore, that the windshield cleaners will be shown removing actual water, the carbon removers at the sufficient task of disintegrating real carbon, lubricants and the methods of using them being demonstrated as the motorist will have to utilize them. In short, the show of 1923 will go further than ever, not only in showing the motorist the latest devices but in teaching him how to make the most of them.

A most elaborate decorative scheme has been devised by the show management this year. The gorgeous colorings of the American Beauty roses brought out in velvet, its richness accentuated by touches of gold, will be the dominant note. It will probably be the most conservative yet the richest note ever struck as a background for the great exposition and thoroughly in keeping not only with the architecture of the building but with the luxury and comfort of the new models of motor cars.

Designing and preparing the decorative scheme and the decorations themselves for a show of such magnitude is a task of many months. That task, as far as it concerns the coming show, has been finished, and a force of workmen await the word that will give them possession of the big structure at Forty-sixth Street. Three days will be sufficient to transform the vast spaces in the four floors.

The plan of show decoration was adopted way back in the midsummer and was followed immediately by the ordering of thousands of yards of velvet and all the other supplies necessary to the completion of the work. In brief, the desire is to accommodate the decorative treatment to the architecture of the building, and this will be accomplished by boxing in each of the square columns with velvet of American Beauty color in gold frames. The columns, in turn, will be joined, each to the one adjoining, by valances of velvet edged with gold braid. All the windows on the main floor will be similarly treated, with the addition of French curtains. Each valance will be surmounted by a specially designed gilt ornament.

**Glittering Settings for Show**  
Mirror chandeliers, glittering with hundreds of electric lights, will be suspended in the center court, both for beauty and illumination. The idea of palatial grandeur will be carried out at the inner main entrance by the employment of a great French window backed by mirrors. The entire rear of the main floor will be a series of French curtains, shutting off the view of the windows and freight elevators. Blue, set off by foliage and flowers, will be the color scheme for the second and fourth floors and green will be utilized for the third floor. The great veranda that surmounts the corner of the building around the court will be treated with floral decorations to give added richness to the whole.

So great has been the congestion around the main entrance at times during previous shows that the management will have increased the number of entrances by one next week. This will be done by utilizing the door just to the left of the main entrance.

## Reckless Auto Drivers Break Iron Nerve of Rail Engineer

Pilot Quits After Forty Years' Service to Avoid Serious Illness; Tells of Torture Caused by Carelessness

Special Dispatch to The Tribune

GRAND RAPIDS, Mich., Dec. 30.—

"Brainless automobile drivers," to use his own expression, have broken the iron nerve of George R. Henderson, of this city, who has guided railroad engines for more than forty years. During his term of service Henderson has been considered an ideal engineer, and in his cab life never has experienced the horrors of killing a single person, nor has a passenger in his care ever been seriously injured. Through snow storms of the northern winters, forest fires, black nights and electric storms the veteran has made his sixty-mile per hour schedules—not always on time, but he has always "arrived." Fearless always and a recognized dare-devil willing to take a chance, but always playing safe in cases of emergency, eternal vigilance has undoubtedly aided him in hanging up his enviable record.

But last week Henderson handed in his resignation, insisted it be accepted, and gave as his reason that the chances taken with his mammoth locomotive by "brainless automobile drivers" had at last got his nerve.

One reads almost daily about engines killing motorists, but of motorists killing engineers by slow torture is something new, and according to Mr. Henderson is fast developing into a regular "industry." So Henderson, after four years' service, retires four years ahead of the septuagenary age limit because of automobiles and automobile drivers. He declares the nervous strain, which reaches the torture

stage, is shortening the lives of many engineers.

Henderson tells the incident that fully decided him to put in his resignation and to see that it stayed "put." "One day last week I pulled into Potosky," said he. "I was a few minutes late and was traveling fast. While I was in a tone of voice far from gentle asked if I had whistled for a crossing ten miles back. I told him I had not only whistled for that particular crossing once, but twice, but that some attention to the two blasts, crossed the track in front of my engine, and, in fact, led me to think I had at least nipped off the two rear wheels, until my fireman informed me he had been saved by fool's luck and that I missed him by the thickness of the enamel only."

"That man looked me in the eye, said he was the 'd—' fool I referred to, suggested I be a little more careful the way I drove a locomotive and walked over to an automobile that looked familiar. It was the same vehicle that had beaten me over the crossing ten miles back the same man crossed ten miles in time to catch me at the depot and give me a bawling out."

"This incident is only one of many that locomotive engineers face daily. But I'm through. This early retirement will cut my pension considerably, but my postoffice address hereafter will be a little peach farm in southern California. The motorists 'got' me and they will surely get others."

way until the show opens.

Mr. Miles also announced that the winner of the prize offered by the National Automobile Chamber of Commerce for the best design for an invitation that has been issued to 35,000 country was Miss Louise H. Mendenhall, of the New York School of Fine and Applied Arts. The design is simple, yet striking, showing Washington Arch, Logan Monument, Chicago, on the one side, and the Lincoln Memorial, Chicago, on the other.

The show committee consists of the following: H. M. Jewett, chairman; F. C. Chandler, J. Walter Drake and S. A. Miles, show manager.

### Winter Use for Autos

Grows in New England

### Tractors Clear Roads of Snow,

Making Passage for Motor Vehicles

The first snows in New England have served to emphasize the change in winter traffic conditions that has resulted from the increased cold weather use of motor vehicles. In many urban and suburban communities residents accustomed to hearing the tinkling bells on the horse-drawn sidewalk plow have peered out of their windows on hearing the load roar of a motor and have rubbed their eyes at the sight of a tractor working its way along the middle of the road.

Attached to the tractor is a plow which, throws the snow in a pile at one side. Back and forth the machine travels until only the lightest coating of snow is left on a strip of roadway wide enough for vehicles to pass.

On many state roads running through long stretches of country similar plows are in use, with the result that motor traffic is made comparatively easy. In some of the mountain and hill sections of New England, however, where the gales pile the snow into huge drifts, the snow-roller is still a familiar sight. This contrivance, resembling two gigantic houghs joined together, is drawn by teams of horses or oxen which slowly break their way through the drifts. The roller packs the snow down to a hard surface which is maintained in fairly good condition except in case of a thaw.

### 400,000 Cars of Autos

Shipped From Plants in Year

"Shipping of assembled automobiles from main factories and assembling plants during the last year reached the record figure of approximately 400,000 cars, according to a report by William E. Metzger, chairman traffic committee, National Automobile Chamber of Commerce, to the directors' meeting of that association recently. In addition to this, more than 700,000 machines were driven away by dealers from factories and assembling plants."

HELP put an end to the ever increasing list of automobile casualties. Co-operate with the police department to make New York a safer place to drive or walk. Start 1923 with good dependable brakes, and keep them so throughout the year. Don't go to the expense of relining them.

Apply a few drops of Brake Juice to the drums. By removing the glaze it gives your old linings new friction and new gripping power. A Squir Does the Work. Old brakes are made to hold like new—grabbing, slipping and squeaking is ended. You can stop with the dependability which safe driving demands and the law requires.

Brake Juice is non-injurious. In fact, it adds to the life of your linings. For Sale at your dealers.

"A Squir Does the Work"

**BRAKE JUICE**

TRADE MARK

Simons Manufacturing Company  
215 West End Avenue - Makers of SIMONIZ

## Many Gasoline Grafters Fall In N. M. A. Trap

Short Measure 'Bootleggers' Taken in Many Sections of Country in Drive to End the Huge Swindle

### Thousands Are Cheated

Decoy Cars Employed in Raids to Unmask Unscrupulous Fuel Dealers

The nationwide drive inaugurated by the National Motorists Association against the gasoline bootlegger has met with success which has exceeded expectations.

Although great work has been accomplished in ridding the country of this form of graft, delivering less gasoline than is paid for, because of the difficulties in the way of detection, the short measure gas artist is here and there exacting the toll of greed. This faulty machine, but not often, it is believed, the shortages being due to manipulation at the hands of dishonest employees and without the knowledge of the employers.

Co-operation among municipal authorities, owners of motor cars and the N. M. A. for the purpose of entirely eliminating this form of abuse has had excellent results. Not only has the spotlight of publicity been thrown upon the practice, but investigations have been conducted, followed by prosecutions. Proprietors of filling stations, between which there is increasing competition, can help in making certain of the honesty of those employed by them at the stations. Different ones of these have offered the N. M. A. assistance in breaking up the nefarious practice.

On this subject Fred H. Caley, secretary of the National Motorists Association, said:

## Auto Owners in Erin Beset by Difficulties

Irish automobile owners are having hard times, according to a dispatch from Dublin. Travel is difficult and dangerous, many roads are impassable and repeated hold-ups to examine permits discourage motoring.

The tax for light cars works out at about 10 shillings a week and many drivers cannot get under present conditions, more than 100 miles a week out of their cars. If the tax is not paid there is the risk that the authorities may confiscate the car.

tary of the National Motorists Association, said:

"Our organization intends to keep up the war upon these perpetrators of sharp practice in trade. The press of the country has given valuable assistance through the broadcasting of statements from the N. M. A. as to the prevalence of this practice and municipal officers have worked with officers of our affiliated clubs in the making of investigations. In Louisville and Cleveland, particularly, for example, campaigns have been conducted and with good results."

"Using decoy cars, filling stations have been visited, purchases made and the latter measured immediately. In a recent raid in Cleveland, the second of the kind within a few months, out of twenty-seven tests made short measure was shown in twenty-six. The shortage in some instances amounted to close to one gallon out of a five-gallon purchase."

"The automobile owner gets it coming and going. We are suggesting to our affiliated clubs that they redouble their efforts and relentlessly prosecute employees or proprietors of filling stations who continue to give short measure, taking care, however, that no injustice be done any innocent party."

## Automobile Trade Notes

### Auto Becomes Trug Store

"It is difficult to surmise in what new field the speed wagon will be found next," says George Stowe, general manager of the Ram Motor Car Company, of New York.

In addition to the various variations in which the speed wagon is used—and there are 125 different lines of business in which speed wagons are now serving—it is also being utilized for many unique purposes. "It remained, however, for a drugstore, D. R. Lacey, of San Diego, Calif., to put the speed wagon to work as a complete outfit of good and the service rendered by this speed wagon in carrying medicine and medical supplies to the remote sections of equatorial California cannot be estimated."

### Federal Motor Truck Models

Among the leading exhibitors of motor trucks this year will be the Federal Motor Truck Company, of Detroit, with six truck chassis and two tractor models, including an entirely new two and a half ton unit, embodying many new features in truck manufacture.

The models are the "fast express" the one to one and a half ton unit, with solid pneumatic tires, the new two and a half ton unit, the three and a half ton unit, the five to six ton model, and both a light and heavy duty model tractor-trailer. The new two and a half ton unit, the model which has been Federal's best seller in the past, is being made in four-wheel bases.

### Dodge Coupe and Custom Built

For the particular New Yorker and his traffic problems the Stratton-Biles Company, Dodge Brothers dealers, 1718 Broadway, have designed a distinctive four-passenger coupe, mounted on Dodge Brothers chassis.

This car is built to the ideals of luxury, comfort, beauty of coach work and longevities.

It is custom built throughout and combines convenience, distinction, rapid acceleration, short turning radius and small

parking space. The special coupe is now on exhibition at the Stratton-Biles show-rooms, Broadway at Fifty-seventh Street.

### Rickenbacker Sees Prosperity

"Unprecedented business in the Middle West, the Pacific Coast, with Los Angeles and San Francisco reporting the greatest volume of November sales ever known, is the encouraging report made by E. V. Rickenbacker, vice-president and director of sales of the Rickenbacker Motor Company, who on his recent return from a study of conditions abroad immediately began a flying trip through the Middle West to the Pacific Coast and Northwest, visiting the distributors of his product."

"My survey convinces me that 1923 will outpace all previous records," says Mr. Rickenbacker, "while for our own product there is an evident demand greater than we can hope to supply."

### Durant Products Praised

"Just before the Automobile Show comes a summing up of what the year has produced," says William C. Durant, president of the Durant Products Company, "and we are taking stock of 1922, the first complete calendar year in which we have represented the Durant line. There are to-day more than 2,000 Durant cars in use in the metropolitan district. The Durant has been more than borne out by the performance in the hands of owners. The features of construction of the Durant, the economy of operation and all the points to which attention were directed at the beginning, have proved themselves in the severest of all tests—up in the hands of the motoring public."

### Willys Predicts Record

"We hope that next year will be the greatest in the history of the Willys-Overland plant," said John N. Willys, president of the Willys-Overland Company, in an address last week.

At present we are planning to produce 15,000 cars in the first three months, which will mean that before April 1 we will be employing between 15,000 and 16,000 men.

### No Lincoln Price Change

"There is no price drop contemplated on Lincoln motor cars for the end of the year. This statement, given out by Sam H. Ford, president of the Ford Motor Company, set at rest the rumors that a reduction in price had been decided upon and was to be announced just prior to the New York Automobile Show."

In a secondary statement issued after the statement regarding price Mr. Ford said: "All our activities at the present are being devoted to increasing the value of the Lincoln as it relates to both mechanical construction and outward appearance. There will be no attempt to put the Lincoln on a quantity production basis at the present time."

### Pierce-Arrow Gains Shows

Rates of Pierce-Arrow passenger cars and trucks have registered a steady and marked increase during the last twelve months, says the Pierce-Arrow Motor Company.

According to an informal statement made by Myron E. Forbes, president of the company, the rate of increase has been so uniform during the last six months, the company confidently predicts that the sales will be double those of 1921.

The Pierce-Arrow factory at Potsdam is running full time with a normal force. The volume of orders for spring business is ready on the books indicates that the factory schedule will be maintained.

### New Mercury Distributor

Announcement has just been made of a new Mercury distributor for New York City and vicinity. Territory Mercury Motors, Inc., whose temporary office and service station are at 124 West Fifty-fourth Street, has succeeded the "Wing" Motor Company.

The new company is headed by Charles E. Mackay, who prior to acquiring the Mercury franchise was sales manager of the Harnes Automobile Company, of New York City.

Mr. Mackay is not a stranger to Mercury. He has been connected with the Brooklyn Mercury dealer several years ago.

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# New Hupmobile Prices

<i>Touring Car</i> .....	<i>\$1115</i>
<i>Roadster</i> .....	<i>1115</i>
<i>Special Touring Car</i> ....	<i>1215</i>
<i>Special Roadster</i> .....	<i>1215</i>
<i>New Two-Passenger Coupe</i> .	<i>1385</i>
<i>Four-Passenger Coupe</i> .....	<i>1535</i>
<i>Sedan</i> .....	<i>1675</i>